

Message Text

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PAGE 01 HELSIN 01477 141302Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----051038 141335Z /41

R 141145Z JUL 77
FM AMEMBASSY HELSINKI
TO USDOC WASHDC
INFO SECSTATE WASHDC 1637
AMEMBASSY STOCKHOLM
AMEMBASSY OSLO
AMEMBASSY COPENHAGEN

UNCLAS HELSINKI 1477

E.O. 11652: N/A
TAGS: BEXP, AFSP, FI
SUBJECT: CCP-77 THIRD QUARTER REPORT

REF: HELSINKI 0778

1. CCP ACTIONS COMPLETED ACCORDING TO SCHEDULE, EXCEPT THAT CAMPAIGN THREE, ITEM TWO (REVIEW AND UPDATE COMPUTER RESEARCH) WILL BE CARRIED OVER INTO FOURTH QUARTER, TO TIE-IN WITH PROMOTION OF STC EXHIBITION.
2. CAMPAIGN TWO, ITEM TWO REFERS TO MARKET RESEARCH ON FOOD PROCESSING AND PACKAGING EQUIPMENT FOR FOURTH QUARTER. TO DATE NO SPECIFICATIONS HAVE BEEN RECEIVED.
3. PROMOTION EFFORTS FOR PARIS AIR SHOW WERE CARRIED OUT AT USDOC REQUEST. REPORT ON VISITORS IS NOT YET AVAILABLE.
4. CANCELLATION OR ALTERATION OF ONCE SCHEDULED STC EXHIBITIONS, TARGETED AT METAL AND WOOD PROCESSING INDUSTRIES HAS REMOVED SOME OF THE FOCUS OF CAMPAIGNS ONE AND FOUR. THE FBP DOES NOT PROVIDE AN ADEQUATE
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ALTERNATIVE DUE TO THE EXPENSE AND TIME INVOLVED IN TRAVEL TO THE US, PARTICULARLY TO LOCATIONS OTHER THAN NEW YORK CITY (WHICH IS SERVICED VIA CHARTERS AND LOW COST PACKAGE TRIPS BY FINNAIR). SINCE MANY FINNS TRAVEL TO MAJOR GERMAN TRADE FAIRS, PARTICULARLY FOR THE INSTRUMENTS, ELECTRONICS AND MACHINERY IN WHICH US SUPPLIERS COULD BE COMPETITIVE, POST PROPOSES

EFFORT TO IDENTIFY MAJOR US EXHIBITORS AT GERMAN TRADE FAIRS, WITH GOAL OF PROVIDING FINNISH ATTENDEES WITH LISTS OF US EXHIBITORS, AND LISTS OF TECHNICAL LITERATURE ON US PRODUCTS, SIMILAR TO FBP AND STC CATALOGS. COOPERATION WITH MARKETING CENTER AT COLOGNE WOULD BE NECESSARY. STC WOULD CONTINUE TO BE POST'S PRIMARY INTEREST PARTICULARLY FOR AGENTS/REPRESENTATION EFFORTS, BUT NATURE OF FINNISH BUSINESS ACTIVITY MAKES GERMAN TRADE FAIRS BETTER LOCATION FOR END-USE SALES THAN FBP.

HOUSTON

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Message Attributes

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Sent Date: 14-Jul-1977 12:00:00 am
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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Disposition Reason:
Disposition Remarks:
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